

7. (Amended) A container for holding fishing lures that have a neck, a lower lure segment, and an upper lure segment, said container comprising:

a bottom;

a continuous sidewall around the perimeter of said bottom;

an insert positioned within said continuous sidewall, said insert comprising a rectangular floor and at least one retainer comprising two parallel vertical members connected to said floor,

said retainer further comprising two barriers, each said barrier extending perpendicularly from a respective vertical member, said barriers being connected to said floor to there-between define a channel for holding a lower segment of a lure along said floor; and

at least one catch in at least one of said vertical members for compressing an upper lure segment toward a lower lure segment to hold the lure stationary in the channel.

10. (Amended) A bait clip for holding individual spinner baits that have a neck, a lower segment, and an upper segment, said bait clip comprising:

a single piece body formed of a substantially flat strip of material, said strip having a curved neck rest at a first end to cradle the neck of a lure, and a catch at a second end for compressing an upper lure segment toward a lower lure segment;

12. (Amended) A container for holding fishing lures, comprising:

a bottom;

a continuous sidewall around the perimeter of said bottom;

an insert positioned within said continuous sidewall, said insert comprising a rectangular floor and a plurality of pairs of buzz clips attached to said floor, each of said pairs of buzz clips aligned to open and close around a common axis and encompass a segment of a lure placed inside said buzz clips along said axis;

whereby when a lure segment is placed inside one of said pairs of buzz clips, the lure segment is free to rotate about said axis, but is retained within said pair of buzz clips.

Respectfully submitted,

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